

~~SECRET~~

UNITED STATES INFORMATION AGENCY
WASHINGTON

*Plan to
W. Marshall ORR*

June 24, 1960

MEMORANDUM FOR: Mr. Robert Amory, Jr.
Deputy Director (Intelligence)
Central Intelligence Agency

SUBJECT: Free World View of the US-USSR Power Balance

Your request for a report on indications of shifts or trends in free world attitudes bearing on the US-USSR power balance is highly welcomed by IRI. We have for some time been concerned with developments in foreign opinion that affect its assessment of this balance.

Currently, we are conducting a series of post-Summit surveys in five West European countries: the UK, France, West Germany, Italy, and Norway, which include a number of questions and probes bearing directly and indirectly on this issue. The results of the UK and French surveys have been received, and preliminary analysis confirms importance and timeliness of the inquiry you are proposing. The other three surveys should be available in the next few weeks. These results will give us updated trend measurements over a period marked by both US and Soviet space activities and by events such as the disclosure of U-2 flights which might influence current judgments. Other questions in the surveys will supply indirect indicators of trends affecting the power image in the broadest sense -- considerations of general stature and prestige.

Some significant variations seem to be apparent between our expectations and the actual results that make us doubly eager to have the survey results; even for so limited an area, before we begin to write a more inclusive report, the indications from areas in which we have no survey data, we feel, must be treated with considerable caution.

~~SECRET~~

SECRET

One aspect of efforts to judge public views of power positions seems to us particularly interesting. The whole complex of factors that constitute national power, national strength, national effectiveness in international affairs appears currently to be undergoing considerable extension and redefinition in the mind of the general public. The process is unclear; but one factor is the extent to which new elements of national power take on significance as nuclear military power is viewed as excluded from application. Specifiers in this field are difficult to come by, but we may have more to say on this in our report.

This is merely an interim reply, delayed by the fact that I have been on a three-week leave, to let you know our plans and to forward some existing reports bearing on the issue that you may not have seen. The report on "Some Survey Indications of U.S. vs. Soviet Military Standings in the Space Era" is a companion piece to the IRI report you mentioned on "U.S. vs. Soviet Scientific Prestige." The report on "U.S. and Soviet Science and Technology in Foreign Public Opinion" was originally prepared in response to a request from the Sprague Committee. We also send a report on European views on disarmament and a British poll on the impact of U.S. space activities.

We very much appreciate your comments on the value and excellence of our surveys.



Oren Stephens
Director
Office of Research and Analysis

Attachments: As stated

SECRET